



WPTV

# ORDER

Print Date 10/11/12

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Flight Dates **10/16/12-10/22/12**

Contract / Revision      **312062 /**

Original Date / Revision  
09/22/12    10/01/12

Advertiser **Republican Party of FL - Ha**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**RPOF-Hager,Hudson,Tobia**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **502**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL            POL            CAND

Product Codes    PL

Priority                P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	23	\$18,615.00	\$21,900.00	0.00
<b>Totals</b>	<b>23</b>	<b>\$18,615.00</b>	<b>\$21,900.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	23	\$18,615.00	\$21,900.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WPTV	10/16/12	10/22/12	M-F 7-9a M-F 7-9a	CM	7-9a	1- 22- - -	:30	5	\$950.00	P-1	0.00 NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	1- 22- - -				5		\$950.00		0.00		
E 2	WPTV	10/16/12	10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p	1111- - -	:30	4	\$1,325.00	P-1	0.00 NM	4	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	1111- - -				4		\$1,325.00		0.00		
E 3	WPTV	10/16/12	10/22/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	- - - - - 1	:30	1	\$750.00	P-1	0.00 NM	1	\$750.00



**WPTV**

Print Date: 10/11/12

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Contract / Revision    **312062**    Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision    09/22/12/    10/01/12

Order Sep    00:20:00

Advertiser    **Republican Party of FL - H**    Product **RPOF-Hager,Hudson,Tobia**    Estimate #    **502**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPTV	10/16/12	10/22/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----1	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----1					1	\$750.00		0.00			
E 4	WPTV	10/16/12	10/22/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$725.00		0.00			
E 5	WPTV	10/16/12	10/22/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$600.00		0.00			
E 6	WPTV	10/16/12	10/22/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$425.00		0.00			
E 7	WPTV	10/16/12	10/22/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	----F--					1	\$1,500.00		0.00			
E 8	WPTV	10/16/12	10/22/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$450.00		0.00			
E 9	WPTV	10/16/12	10/22/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$3,500.00		0.00			
E 10	WPTV	10/16/12	10/22/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-1---	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11-1---					3	\$900.00		0.00			
E 11	WPTV	10/16/12	10/22/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----1	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----1					1	\$900.00		0.00			
N 12	WPTV	10/16/12	10/22/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	3	\$100.00	P-1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					3	\$100.00		0.00			
Totals													23	\$21,900.00	